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# CULTURAL ARTS MASTER PLAN

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## PROGRAM DESCRIPTION

Funding for the planning and implementation of a Cultural Arts Master Plan was secured through a new 1% county-wide occupancy tax approved by the State in 2001. Durham County will received these funds in fiscal year 2003 for the development of a Cultural Arts Master Plan. The Durham Arts Council provided administrative leadership and coordination. The process involved task forces, extensive community dialogue, assessment, and discussions of critical issues, strategizing, goal setting, implementation and monitoring.

The Cultural Master Plan process has been guided by a Steering Committee of 50+ citizens representing the broadest possible spectrum. The ethnic and cultural diversity of the Durham community was present at all levels of the planning process. The Steering Committee was be co-chaired by three top community leaders. An Executive Committee of approximately 10 members served as the liaison with the consulting firm and provided leadership and coordination.

During fiscal year 2003 a consultant was hired to develop the Plan. Two site visits are planned in the spring of 2003, one to interview key leaders in the cultural, civic, business, philanthropic and educational sectors. The second visit will include follow-up interviews to solicit input on specific identified issues. The Durham Arts Council is developing a web site for the planning process, which will provide easily accessible information on schedules, reports and updates. This project will continue during fiscal year 2003-2004

Any funds not spent on the development of the Cultural Arts Master Plan will be held in the Arts Reserve Fund as provided by the Occupancy Tax legislation.